


## Annex 2 Engagement exercise results – Improvement Prioritisation

This annex contains:

1. Headline results from the online public survey
2. Supporting data from 2023 bus passenger surveys
3. Supporting data from 2023 National Highways & Transport Network survey


### 1. Headline results from the online public survey



## Summary results from online survey

- Hosted on OCCs Let's Talk platform
- Live between 19 Mar and 14 Apr 24
- 1149 responses
- 78% were regular bus users


- Previous BSIP survey in 2021
- 294 responses




**Oxfordshire Bus Improvement Plan 2024**

Tell us your priorities for improving Oxfordshire's bus services.


Find out more





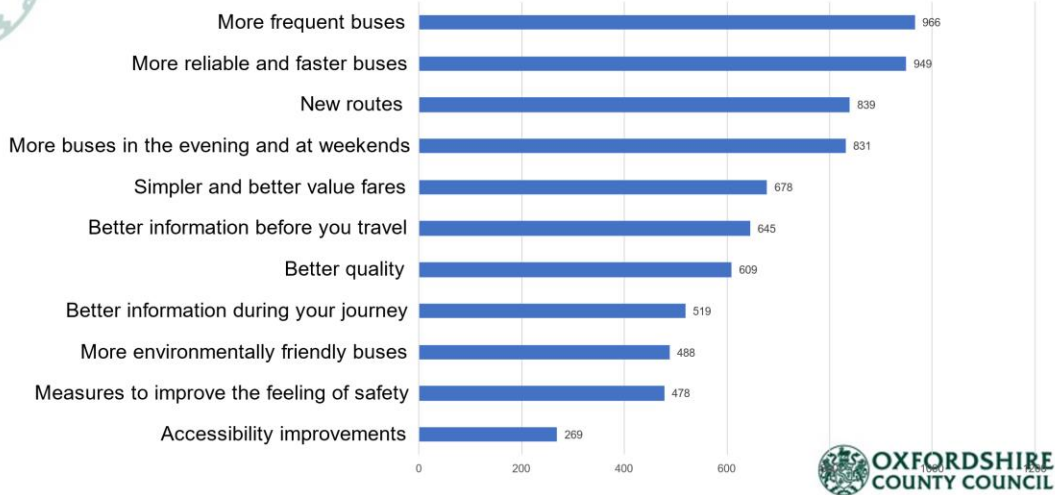
## Demographics – who responded

Type of respondent		age		sex		Ethnic group or background		Long-term illness, health problem or disability lasting more than 12 months	
an Oxfordshire resident	941	Under 16	4	Female	717	Asian or Asiar British	24	Yes - a lot	67
someone who travels to/through Oxfordshire on a regular basis	152	16-24	30	Male	377	Black or Black British	4	Yes – a little	157
a business	2	25-34	111	Prefer not to say	35	Chinese	2	No	875
a representative of a group or organisation	18	35-44	148	I use another term	3	Mixed or multiple ethnic groups	14	Prefer not to say	35
a parish, town, district, or county Councillor	28	45-54	204	<b>Concessionary bus pass holder</b>		White	995		
Other	8	55-64	213	Yes	393	Prefer not to say	84		
		65-74	233	No	727	Other	8		
		75-84	146	Prefer not to say	11				
		85 or over	15						
		Prefer not to say	29						





### How likely is it that these improvements would encourage you to use the bus?



### Comparison of top 5

#### 2021

1. More frequent buses
2. New routes
3. Faster /more reliable buses
4. More buses at evenings and weekends
5. Better information before you travel

#### 2024

1. Faster /more reliable buses
2. More frequent buses
3. New routes
4. More buses at evenings and weekends
5. Simpler and better value fares



## 2. Supporting data from 2023 bus passenger surveys



Bus passenger surveys are conducted by Transport Focus, the independent consumer organisation representing the interests of bus passengers across England outside of London. Passengers are recruited as they make their journeys, at bus stops and on board buses. They provide their feedback about a single leg of a journey, made on the day the survey is undertaken. The structured survey questions focus initially on the essential measures of satisfaction.

The high level results for 2023 are shown in the table below and indicate three main improvement areas: value for money, punctuality and journey time.

Total satisfied (%)			
	Oxfordshire score	Rural average	England average
Value for money	<b>63</b>	69	67
Bus stop where you caught bus	<b>75</b>	75	76
Punctuality of bus at stop (arriving on time)	<b>68</b>	72	70
Bus driver	<b>87</b>	87	85
Length of time journey on bus took	<b>75</b>	80	81

## 3. Supporting data from 2023 National Highways & Transport Network survey

3,300 Oxfordshire residents are selected at random each year to complete the NHT survey which includes some questions on satisfaction levels for public transport. There were 886 responses in 2023 and the results are shown below.



These results indicate that Oxfordshire are performing well against other local authorities but several areas have worsened in the last year. Key areas of focus for improvements therefore are: public transport information, bus punctuality and the reliability of electronic display information.

*Result = Oxfordshire's 2023 score for satisfaction (percentage of respondents that were satisfied or very satisfied)*

*Trend = How the Oxfordshire 2023 score compares with the previous year.*

*Average = The average 2023 score for all authorities that took part in the survey.*

*Gap = How the Oxfordshire 2023 score compares with the Average.*

Ref	Name	Result	Trend	Average	Gap
KBI06	Local bus services (overall)	57%	-3%	54%	3%
KBI07	Local bus services (aspects)	55%	-6%	47%	8%
KBI08	Public transport information	38%	-9%	33%	5%
KBI09	Taxi/mini cab services	60%	-2%	60%	0%
KBI10	Community transport	53%	-3%	54%	-1%
KQI03	Responsive transport	49%	-3%	51%	-2%
KQI05	Public transport information (aspects)	52%	-4%	50%	2%
PTBI01	Frequency of bus services	55%	-2%	51%	4%
PTBI02	Number of bus stops	68%	0%	64%	4%
PTBI03	The state of bus stops	60%	-4%	54%	6%
PTBI04	Whether buses arrive on time	51%	-9%	48%	3%
PTBI05	How easy buses are to get on/off	73%	-2%	69%	4%
PTBI06	The local bus service overall	59%	-4%	54%	5%
PTBI07	Bus fares	57%	7%	54%	3%
PTBI08	Quality and cleanliness of buses	67%	-3%	61%	6%
PTBI09	Helpfulness of drivers	71%	-1%	66%	5%
PTBI10	Personal safety on the bus	71%	-1%	65%	6%
PTBI11	Personal safety at bus stops	66%	-2%	60%	6%
PTBI12	Raised kerbs at bus stops	62%	-3%	63%	-1%
PTBI13	The amount of information	54%	-2%	50%	4%
PTBI14	The clarity of information	54%	-3%	51%	3%
PTBI15	The accuracy of information	54%	-4%	51%	3%
PTBI16	Ease of finding the right information	50%	-3%	48%	2%
PTBI17	Information about accessible buses	46%	-5%	46%	0%
PTBI18	Info to help people plan journeys	56%	-3%	53%	3%
PTBI19	Reliability of electronic display info	51%	-6%	47%	4%
PTBI20	Provision of public transport info	51%	-6%	49%	2%
PTQI08	Provision of bus stops	83%	-3%	85%	-2%